

Message Text

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USIAC

STATE FOR CU HITCHCOCK

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SUBJ: COUNTRY PLAN ESSAY: QUOTE THE BILATERAL COMMUNICATION
RELATIONSHIP UNQUOTE

1. FOLLOWING ESSAY NOT CLEARED BY AMBASSADOR EAGLEBURGER WHO IS
IN WASHINGTON. SUGGEST CONSULT ON SUBSTANCE.

2. THE BILATERAL COMMUNICATION RELATIONSHIP: THE BASIS
AMERICAN-YUGOSLAV COMMUNICATIONS TENSION SPRINGS FROM TWO POPULAR
MISCONCEPTIONS: MANY YUGOSLAV LEADERS SEE THE QUOTE CAPITALIST
UNQUOTE AMERICAN SUPERPOWER, MESMERIZED BY ITS CONFLICT WITH THE
SOVIET UNION, AS THE MAIN PROTAGONIST OF THE FORCES OF REACTION
IN THE WORLD TODAY; AMERICANS, ALBEIT IN DECREASING NUMBERS
NOWADAYS, TEND TO STEREOTYPE YUGOSLAVIA AS A BALKAN QUOTE COMMU-
NIST UNQUOTE POLICE STATE, HELD TOGETHER MAINLY BY THE WILL OF
ONE MAN, GRATUITOUSLY PLAYING THE BIG SHOT ON THE INTERNATIONAL
SCENE. BOTH SIDES ALSO HAVE A BASIC COMMUNICATIONS ASSET:
YUGOSLAVS HAVE AN OVERWHELMINGLY WESTERN CULTURAL ORIENTATION AND
DEEPLY ADMIRE OUR SCIENTIFIC, TECHNOLOGICAL AND BUSINESS ACHIEVE-
MENTS; AMERICANS ADMIRE YUGOSLAVIA'S TOUGH INDEPENDENCE, ITS
PROUD HERITAGE, ITS SCENERY, AND AT LEAST SOME AMERICANS ARE
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INTERESTED IN THE YUGOSLAV'S FRESH APPROACH TO A CENTRAL PROBLEM
OF MODERN MANKING-SOCIAL ALIENATION.

3. OUR BIGGEST CHALLENGE IS TO TURN THE EUPHORIA OF THE CARTER-
TITO MEETINGS AND THE ENCOURAGING EVENTS THAT LED UP TO THEM INTO
A STEADY, LONG-TERM FAITH IN ONE-ANOTHER. WE LOOK TO A QUOTE
WEB OF RELATIONSHIPS, UNQUOTE BUILT UPON BRIDGES OF UNDERSTANDING

AND COMMON INTEREST. THE WEB MUST BE STRONG ENOUGH TO WITHSTAND THE INEVITABLE TENSIONS OF TITO'S PASSING, SO THAT THE POST-TITO LEADERS WILL BE ABLE TO LOOK UPON US AS STEADFAST FRIENDS CAPABLE OF AND INTERESTED IN SUPPORTING THE FURTHER DEVELOPMENT OF AN INDEPENDENT, UNITED AND DEMOCRATIC YUGOSLAVIA; AND WE WILL BE ABLE TO LOOK UPON THE YUGOSLAVS AS A POSITIVE FORCE ON THE WORLD SCENE, A FORCE TO BE RECKONED WITH, BEHOLDEN TO NOBODY.

4. ICA ALREADY HAS MANY ASSETS IN PLACE TO GIVE MAJOR SUPPORT TO THIS PROCESS; THEY MUST BE RATIONALIZED AND EXPANDED AS THE TWO SIDES GAIN MORE CONFIDENCE IN ONE ANOTHER. FOR INSTANCE, THE EXCHANGES OF POLITICAL LEADERS SUPPORTED BY BOTH PRESIDENTS MUST BE INITIATED AND JUDICIOUSLY NURTURED THROUGH THE INTERNATIONAL VISITORS PROGRAM; THIS PROGRAM, BIGGER AND BETTER-TARGETED, WITH A MUCH MORE CONSEQUENTIAL FOLLOW-THROUGH THAN HERETOFORE, WILL QUICKEN THE PROCESS OF UNDERSTANDING AND MUTUAL RESPECT, ESPECIALLY AS THE YUGOSLAVS IMPROVE THEIR OWN QUOTE IVP UNQUOTE, SOMETHING THEY ARE CONSIDERING, AND SOMETHING WE WILL ENCOURAGE.

5. ICA WILL PLAY A ROLE IN EXPANDING THE MOST IMPORTANT BILATERAL ECONOMIC RELATIONSHIP BY ADMINISTERING SUPPORTIVE EXCHANGES PROJECTS, CO-SPONSORING TRADE, MARKETING AND MANAGEMENT SEMINARS, MOUNTING SUPPORTIVE EXHIBITIONS, AND DISSEMINATING INFORMATION BOTH WAYS ON THE ECONOMIC RELATIONSHIP.

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6. THE FULBRIGHT PROGRAM IS ALREADY ASSUMING NEW LIFE AND TEXTURE AS BOTH SIDES TAKE MORE SERIOUSLY THE ENORMOUS CHALLENGE OF ACHIEVING MUTUAL UNDERSTANDING AMONG DIFFERENT SOCIAL SYSTEMS THROUGH ACADEMIC AND RELATED EXCHANGES.

7. EXPANDED AND MORE RATIONAL INFORMATION DISSEMINATION TECHNIQUES NOW BEING DEVELOPED SHOULD ENABLE US TO COPE WITH ANOTHER NAGGING COMMUNICATIONS TENSION -- A WIDESPREAD LACK OF INFORMATION ON, AND PERHAPS LACK OF INTEREST IN, THE AMERICAN SOCIAL EXPERIENCE; CONVERSELY, YUGOSLAVS ARE FRUSTRATED BY THEIR INABILITY TO GET THEIR STORY ACROSS IN THE USA AND LOOK TO US FOR HELP AND ADVICE. OUR INFORMATION NETWORK WILL ALSO ADDRESS SUCH GREAT TRANSNATIONAL QUESTIONS AS THE ENVIRONMENT AND DISARMAMENT. AS KNOWLEDGE EXPANDS AND FAITH IN EACH OTHER BUILDS, WE SHALL WORK TOWARD MORE OBJECTIVE TREATMENT OF THE US IN THE YUGOSLAV MEDIA AND THE YUGOSLAVS WILL BE WORKING TOWARD BIGGER AND BETTER TREATMENT IN OUR MEDIA: WE THINK THIS PROCESS GOT A SUBSTANTIAL BOOST WITH THE CARTER-TITO MEETINGS.

8. WHILE THE SOVIETS MAINTAIN A RELENTLESS STREAM OF HIGH-LEVEL CULTURAL PRESENTATIONS IN YUGOSLAVIA, OUR EFFORT HAS TENDED TO TRAIL OFF. NOTHING IS MORE EVIDENT TO A DISCERNING PUBLIC OF

SUPER POWER LACK OF INTEREST: THE OTHER SIDE OF THIS COMMUNICATIONS TENSION IS YUGOSLAV FRUSTRATION AT THE DIFFICULTIES OF GAINING A GOOD TOE-HOLD IN THE AMERICAN CULTURAL PRESENTATIONS MARKET -- A BARRIER TO BETTER MUTUAL UNDERSTANDING, WHICH WE SHOULD HELP THEM PULL DOWN.

9. YUGOSLAVS WERE LONG FRUSTRATED AT US HOSTILITY AND LATER INDIFFERENCE TOWARD THE NAM. ICA MUST ADDRESS OUR NEW MORE POSITIVE RESPECT FOR NON-ALIGNMENT IN ITS NORMAL INFORMATION DISSEMINATION AND HAS THE SPECIFIC CHALLENGE OF EXAMINING WITH THE YUGOSLAVS FEASIBLE AND DESIRABLE NORTH-SOUTH COOPERATION IN THE FIELD OF INTERNATIONAL COMMUNICATIONS WITH SPECIAL REFERENCE TO THE YUGOSLAV-INSPIRED NON-ALIGNED NEWS, BROADCASTING AND TELEVISION QUOTE POOLS UNQUOTE.
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10. WE HAVE A BIG ASSET IN THE US INFORMATION CENTERS LOCATED IN REPUBLIC CAPITALS WHERE MUCH OF THE POWER IN DECENTRALIZED YUGOSLAVIA LIES. BUREAUCRATIC MEDDLING AND OVER-STRICT INTERPRETATION OF AN ALREADY REPRESSIVE QUOTE PRESS LAW UNQUOTE CREATES COMMUNICATIONS TENSIONS WHICH WILL PROBABLY CONTINUE, DESPITE THE CARTER-TITO SUPPORT OF INFORMATION EXCHANGES. NEVERTHELESS, THE USIC DIRECTORS OPERATE EFFECTIVELY ACROSS-THE-BOARD IN SUPPORTING ALL OF THE ABOVE PROGRAMS. OTHER ICA ACTIVITIES IN YUGOSLAVIA ARE RESTRAINED BY STRICT APPLICATION OF SECURITY REGULATIONS, VARIOUS RESTRICTIONS ON THE FLOW OF INFORMATION AND PERSONAL APPREHENSIONS ABOUT GETTING TOO CLOSE TO FOREIGNERS. NEVERTHELESS, WITH PATIENCE AND ENDURANCE, WE CAN GET THE JOB DONE.

11. IN SHORT, ICA WORKS TOWARD FULFILLMENT OF ALL THE MISSION OBJECTIVES EXCEPT THE DEVELOPMENT OF A BETTER MILITARY-TO-MILITARY RELATIONSHIP. WE WILL PROBABLY ALSO REMAIN INEFFECTIVE IN ALLEVIATING COMMUNICATIONS TENSIONS BUILT UP BY EMIGRE TERRORISM IN THE US.
CATHERMAN

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